

Message Text

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ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 /020 W

-----032224Z 111230 /73

R 031506Z MAY 77

FM AMEMBASSY VIENNA

TO SECSTATE WASHDC 1607

USDOC WASHDC

UNCLAS VIENNA 3570

FOR WASHINGTON COMMERCIAL ACTION GROUP

E.O. 11652: N/A

TAGS: BEXP, AU

SUBJECT: FY77 CCP: SECOND QUARTER REPORT

1. EMBASSY CCP GROUP MET APRIL 26 TO REVIEW PROGRESS DURING SECOND QUARTER AND EXPLORE PROBLEM AREAS. MEETING WAS DELAYED TO PERMIT COMMENT BY LOCAL COMMERCIAL SPECIALIST WHO RETURNED MID-APRIL FROM FSL TRAINING PROGRAM IN U.S.

2. SCHEDULED CAMPAIGNS:

A) BUSINESS MACHINES: ALL MILESTONES ACCOMPLISHED.

BIO FOR IFABO FAIR, MAY 11-14, IS ON SCHEDULE.

B) BUILDING MATERIALS/ EQUIPMENT: ALL MILESTONES ACCOMPLISHED.

C) CONSUMER GOODS: ALL MILESTONES ACCOMPLISHED WITH EXCEPTION OF ACTIONS 3 & 4 OF CAMPAIGN WHICH ARE NO LONGER APPLICABLE. (SEE VIENNA 0343).

D) PRINTING AND GRAPHIC ARTS: ALL MARCH MILESTONES ACCOMPLISHED WITH EXCEPTION OF ACTION NO. 2. TO DATE WE HAVE IDENTIFIED ONLY SEVEN DISTRIBUTORS INTERESTED IN UNCLASSIFIED

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REPRESENTING U.S. COMPANIES.

E) ELECTRONIC COMPONENTS: ALL SCHEDULED ACTIONS ACCOMPLISHED WITH THE EXCEPTION OF NO. 2 (PREPARATION OF DESK STUDY). CAMPAIGN MANAGER WAS IN U.S. FOR SEVEN WEEKS PARTICIPATING IN USDOC TRAINING PROGRAM FOR SENIOR SFLS. DESK STUDY WILL BE FINISHED BY END

OF THIRD QUARTER.

3. NON-CAMPAIGN ACTIVITIES:

A) THE VIENNA SPRECHTAGE WAS HELD MARCH 30-31, AND ATTENDED BY 13 STATE REPRESENTATIVES AND 42 AUSTRIAN COMPANIES. OVER 150 BUSINESS PROPOSALS WERE DISCUSSED DURING TWO-DAY EVENT. AIRGRAM WILL BE FORWARDED AFTER RECEIPT OF FINAL REPORTS FROM STATE REPRESENTATIVES.

B) AMEMBASSY VIENNA HOSTED A TWO-DAY MEDICAL EQUIPMENT TECHNICAL SALES SEMINAR (SEE VIENNA A-087). (COMMENT: THIS WAS POST-INITIATED PROJECT, NOT COVERED IN CCP).

C) CONSULATE SALZBURG HAS INSTITUTED A CALL PROGRAM ON MAJOR INDUSTRIAL ENTERPRISES IN CON-SULAR DISTRICT.

D) TOURIST PROMOTION: ECON/COMM SECTION, WITH CO-OPERATION OF SEVERAL USG AGENCIES MOUNTED A TOURIST PROMOTION BOOTH DURING THE FAR WEST EXHIBIT AT VIENNA'S MUSEUM FOR APPLIED ARTS. OVER 65,000 PEOPLE ATTENDED THIS EXHIBITION. BOOTH, MANNED AT TIMES BY VOLUNTEERS FROM TWA AND AN AUSTRIAN TOURIST AGENCY, WAS IN OPERATION FROM JANUARY 28 - APRIL 11. THOUSANDS OF US TRAVEL BROCHURES WERE DISTRIBUTED. NO DIRECT COST TO USG. WRAP-UP AIRGRAM FOLLOWS.
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(COMMENT: THIS WAS POST-INITIATED PROJECT, NOT COVERED IN CCP).

4. REPORTS SUBMITTED DURING QUARTER:

PRIVATE TRADE OPPORTUNITIES - 40
LICENSING/JOINT VENTURE OPPORTUNITIES - 5
ADS - 9
WTDR - 30
MAJOR PROJECTS - 5MEEHAN

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